

EEO PUBLIC FILE REPORT

FOR

WBHM(FM)

This EEO Public File Report
Covers the Period Ending
November 30, 2013

Equal Employment Opportunity Public File Report WBHM(FM)

*Recruitment Activity Summary
December 1, 2012-November 30, 2013*

This EEO Public File Report is filed in the public inspection files for Station WBHM(FM) pursuant to Section 73.2080(c)(6) of the Federal Communications Commission's ("FCC") rules.

1. Total Full-Time Vacancies

During the period ending on November 30, 2013, the station had four full-time job vacancies.

Job Title

ANNOUNCER / PRODUCER II
NEWS DIRECTOR
MEMBERSHIP MANAGER
OFFICE ASSOCIATE II

2. Total Interviewees for Full-Time Vacancies

ANNOUNCER / PRODUCER II – nine (9)
NEWS DIRECTOR – nine (9)
MEMBERSHIP MANAGER – one (1)
OFFICE ASSOCIATE II – one (1)

3. Recruitment Sources

The following are the recruitment sources used during the period covered by this report and the cumulative number of qualified candidates referred by each source:

Recruitment Source	Total Number of Referrals
University of Alabama at Birmingham Human Resources (via www.wbhm.org and www.uab.edu)	31
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts	9
www.linkedin.com paid and unpaid advertisement	5
Employee Referral	12
ALL OTHER NON-UAB/WBHM Sites:	10

Corporation for Public Broadcasting (CPB) Jobline www.cpb.org/jobline	2
Alabama Broadcasters Association Job Bank www.al-ba.com/jobbank.html	3
Current Magazine (trade publication) www.current.org	4
Directed from www.indeed.com	5
Other Newspaper	2
Miles College	
Samford University	
Gadsden State Community College	
Jefferson State Community College	
Birmingham Southern University	
Wallace State Community College	

4. Supplemental Information

Exhibit A contains the following information for each full-time vacancy:

- * The recruitment source(s) used to fill each vacancy, identified by name, address, contact person and telephone number;
- * The recruitment source that referred the hiree for each full-time vacancy;
- * The total number of persons interviewed for each full-time vacancy; and,
- * The total number of interviewees referred by each recruitment source used in connection with each vacancy.

Exhibit B contains a list and brief description of outreach initiatives undertaken pursuant to the FCC's EEO rules during the time period covered by this report.

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If you have questions concerning this Report, contact: Scott Hanley, General Manager WBHM, 650 11th Street South, Birmingham, Alabama 35294, 205-934-2606, scott@wbhm.org.

EXHIBIT A

FULL-TIME VACANCY EEO INFORMATION

Job Title of Vacancy: Announcer Producer II

Recruitment Source that Referred the Hiree: Non-UAB Website/CPB Job Board

Date Vacancy Opened: Dec. 1, 2012

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: June 1, 2013

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
UAB Website www.uab.edu University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	1	No
Radio/Television WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	1	No
Employee Referral WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	0	No
ALL OTHER NON-UAB/WBHM SOURCES	3	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com	3	
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004- 2129, 202-879-9600, http://cpb.org	1	No

Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549-8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983-5911, www.jeffstateonline.com		

Job Title of Vacancy: Office Associate II

Recruitment Source that Referred the Hiree: UAB Human Resources

Date Vacancy Opened: June 6, 2013

Total Number of Persons Interviewed for the Vacancy: 1

Internal candidate promoted, initially recruited via UAB office of Human Resources

Date Vacancy Filled: June 30, 2013

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	1	No
Employee Referral WBHM 90.3 FM/WSGN 91.5 FM 650 11 th Street South, Birmingham AL 35233, 205-934-2606,	0	No
ALL OTHER NON-UAB/WBHM SOURCES	0	No
Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		

Job Title of Vacancy: Membership Manager

Recruitment Source that Referred the Hiree: UAB Human Resources

Date Vacancy Opened: June 6, 2013

Total Number of Persons Interviewed for the Vacancy: 1

Internal candidate promoted. Was originally recruited through internship/career fair

Date Vacancy Filled: June 27, 2013

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	1	No
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549- 8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983- 5911, www.jeffstateonline.com		

Job Title of Vacancy: News Director

Recruitment Source that Referred the Hiree: UAB Human Resources

Date Vacancy Opened: May 5, 2013

Total Number of Persons Interviewed for the Vacancy: 9

Date Vacancy Filled: September 1, 2013

Recruitment Sources Used to Fill the Vacancy

Recruitment Source (Name, Address, Contact Person, Telephone Number)	Total Number of Interviewees Referred by the Source for the Vacancy	Did The Source Request Notification?
UAB.EDU website University of Alabama at Birmingham, Administration Building, Room 110 701 20th Street South Birmingham AL 35294-0102, 205-934-5246, www.uab.edu	3	No
WBHM 90.3 FM/WSGN 91.5 FM On-Air Broadcasts, 650 11 th Street South, Birmingham AL 35233, 205-934-2606, www.wbhm.org	1	No
www.LinkedIn.com paid advertisement 2029 Stierlin Court Mountain View, CA 94043	1	No
Magazine/journal www.Current.org paid advertisement 6930 Carroll Ave., Suite 350 Takoma Park, MD 20912 Phone 301-270-7240	2	No
Employee Referral WBHM-FM 650 11 th Street South Birmingham, AL 35233 Facebook and Twitter (both WBHM and staff personal accounts), www.facebook.com/WBHM90.3 and twitter.com/WBHM903	2	No
Alabama Broadcasters Association Job Bank, 2180 Parkway Lake Drive, Hoover AL 35244, 205-982-5001, http://al-ba.com		
Corporation for Public Broadcasting (CPB) Jobline, 401 Ninth Street, NW Washington DC 20004-2129, 202-879-9600, http://cpb.org		

Birmingham-Southern College Norton Campus Center, Room 241, 900 Arkadelphia Road, Birmingham AL 35254, 205-226-4719, www.bsc.edu		
Wallace State Community College Hanceville, 801 Main Street NW; P.O. Box 2000 Hanceville AL, 35077-2000, 866-350-9722, www.wallacestate.edu		
Miles College, 5500 Myron Massey Boulevard, Fairfield AL 35064, 205-929-1000, www.miles.edu		
Samford University, 800 Lakeshore Drive, Homewood AL 35229, 205-726-2011, www.samford.edu		
Gadsden State Community College, 1001 George Wallace Drive, Gadsden AL 35903, 256-549-8200, www.gadsdenstate.edu		
Jefferson State Community College, 4600 County Road 17, Birmingham, AL 35242, 205- 983-5911, www.jeffstateonline.com		

EXHIBIT B

MENU OPTION ACTIVITIES

Station WBHM has engaged in the following outreach activities during the period covered by this Report:

Activity Classification	Type of Activity	Brief Description
EEO	Staff Training	All staff are encouraged to enroll in workshops and training programs administered by the licensee, University of Alabama at Birmingham. These workshops include diversity training and manager training. Workshops include online elements and classroom training.
EEO	Mentoring	<p>News Director Tanya Ott was active in two public radio news initiatives. She served as the journalism consultant on the Morning Edition Grad School project and the Morning Edition Grad School for Journalists (http://www.prpd.org/knowledgebase/local_news_initiative/morning_edition_grad_school.aspx), which assess the morning news programming of public radio stations across the country and provides training to newsrooms to improve their presentation of Morning Edition.</p> <p>Ott also serves as a journalism trainer for the PRNDI NewsWorks program, teaching regional workshop for public radio newsrooms.</p>
EEO / Outreach	Job/Career Fairs	<p>UAB Government, Non-Profit, Volunteer Fair , Tuesday, January 22, 2013 10 a.m. to 2 p.m.: WBHM was represented by Business Manager Ernest Williams and Marketing Manager Audrey Atkins. They spoke with attendees and collected resumes, and distributed applications for potential interns, as WBHM.</p>
EEO / Outreach	Job/Career Fairs	<p>Birmingham-Southern College 2013 Spring Career Fair Tuesday, February 19, 2013 2 to 5 p.m.: WBHM was represented by Marketing Manager Audrey Atkins.</p>
EEO	Job/Career Fairs	<p>UAB Fall Jobs and Internship Fair. Tuesday, September 24, 2013, UAB Campus Recreation Center. Attended by WBHM Marketing Manager Audrey Atkins and Office Manager/Associate Theresa Kidd</p>

EEO	Staff Training To enhance staff skills and enable further advancement	Chief Operator Responsibilities - What should I be doing?--- January 25, 2013 The licensee of each AM, FM, TV or Class A TV broadcast station must designate a person to serve as the station's chief operator (FCC Rules 73.1870). This training covers the responsibilities of the Designated Chief Operator and the duties necessary to fulfill this position. Conducted by the Society of Broadcast Engineers Attended by WBHM's Darrell McCalla, Audio/Information Systems Specialist
EEO	Staff Training To enhance staff skills and enable further advancement	FCC Self-Inspection Checklist--- April 11, 2013 This webinar covers the purpose, scope and limitations of the self-inspection checklist. It also addresses the technical and non-technical aspects, as well as the public inspection file, antenna structures, the Emergency Alert System and more. Conducted by the Society of Broadcast Engineers Attended by WBHM's Darrell McCalla, Audio/Information Systems Specialist
EEO	Staff Training To enhance staff skills and enable further advancement	ABA Conference--- August 16-17, 2013 Alabama Broadcasters Association Annual Meeting, Birmingham, AL Sessions attended: <ul style="list-style-type: none"> • Ingest and Playback Systems for Radio and Television • Evolution of Modern AM and FM Transmitters Power Line Safety Issues Alabama Power • ABIP Inspectors: Review of most overlooked issues Attended by WBHM's Darrell McCalla, Audio/Information Systems Specialist
EEO	Staff Training To enhance staff skills and enable further advancement	The Art and Science of Donor Development Hosted by UAB office of Development Birmingham, AL June 24-25, 2013 Attended by Audrey Atkins, WBHM Marketing Manager
EEO	Staff Training To enhance staff skills and enable further advancement	Public Radio Programming Conference Atlanta, GA September 17-20, 2013 Attended by Program Director, Michael Krall; General Manager, Scott Hanley.

EEO	Outreach, Recruitment and Training	WBHM Internship and Student Employment WBHM actively recruits area high school and college students for positions in business affairs, journalism, marketing, and development. During this period, 10 people participated in regular station activities which have led to valuable media experience and, in some cases, paid position.